V-WEAR '93 DIRECT MAIL
NO. OF ORDERS

DIRECT MAIL #1 (420)

CELL#		#RESP.
	"IMAGE"	
1	**Full Margin Plus**	
	At least 1 order	3,265
	2 orders	1
	3 orders	0
	4 orders	0
	5 orders	0
2	**Full Margin Slims**	
	At least 1 order	23,831
	2 orders	52
	3 orders	19
	4 orders	7
	5 orders	2
3	**Full Margin Comp.**	
	At least 1 order	3,179
	2 orders	1
	3 orders	0
	4 orders	0
	5 orders	0
7	**Full Margin-Comp. Add Names**	
	At least 1 order	136
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0
	"VALUE"	
4	**Deal Sensitive Slims**	
	At least 1 order	847
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0
5	**Deal Sensitive Competitive**	
	At least 1 order	1,026
	2 orders	1
	3 orders	0
	4 orders	0
	5 orders	0
6	**Price/Value**	
	At least 1 order	1,808
	2 orders	2
	3 orders	0
	4 orders	0
	5 orders	0

34092
34173

DIRECT MAIL #1 (451)

CELL#		#RESP.
	"IMAGE"	
7	**Full Margin Plus**	
	At least 1 order	773
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0
8	**Full Margin Slims**	
	At least 1 order	7,304
	2 orders	13
	3 orders	1
	4 orders	0
	5 orders	0
9	**Full Margin Comp.**	
	At least 1 order	1,002
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0
	"VALUE"	
10	**Deal Sensitive Slims**	
	At least 1 order	236
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0
11	**Deal Sensitive Competitive**	
	At least 1 order	409
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0
12	**Price/Value**	
	At least 1 order	1,088
	2 orders	0
	3 orders	0
	4 orders	0
	5 orders	0

10812
10826

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Source: https://www.industrydocuments.ucsf.edu/docs/ttgj0004